



EVENT REPORT TEMPLATE (Annex H to Quality Control and Monitoring Manual)

This template has to be filled by project partners (organisers) for all IF4TM events (except SC meetings). Furthermore, this template can be used to inform colleagues and partners about other events attended (promoting IF4TM). In the second case please just fill in the first page and delete the chapters thereafter.

Author:	Prof. dr Goran Stojanović, dr Milan Radovanović, Sanja Kojić
Event Title:	Training on Market Strategy
Event Date:	June 15, 2017
Event Venue:	University of Novi Sad, Faculty of Technical Sciences, Trg Dositeja Obradovića 6, Block F, Room 319
Type of event: (National, international, press conference, promotional event etc.)	National
Short description:	
<p>The WP4 (continuing education dimension) within the project IF4TM includes activity 4.3 that consists of five one-day trainings intended to be held at HEIs on “Market Strategy”. The aim of the training is to present the concepts of the marketing and creation of additional value for consumers. In the addition, participants were introduced to the marketing environment and market strategy and how to manage marketing and offer of products or services. During the second part of the training – students teams which are selected to be among 10 the best were provided with consulting how to develop the most appropriate marketing strategy for their ideas.</p>	
Organiser(s):	University of Novi Sad
Agenda:	Trello, IF4TM project
Total number of participants:	11 participants
Links to further information:	
Other personal remarks:	
Empty space for personal remarks	



EVENT ROLLOUT

Final Event Agenda

AGENDA

“Strategija tržišnog nastupa”

15. jun 2017.
Univerzitet u Novom Sadu, Fakultet tehničkih nauka, Trg Dositeja Obradovića 6,
F-blok, Sala 319, Novi Sad

11:45 – 12:00	<u>Registracija</u>	
12:00 – 12:45	<u>Marketing koncept i kreiranje vrednosti za potrošače</u>	<i>Jelena Filipović, Univerzitet u Beogradu</i>
12:45 – 13:30	<u>Marketing okruženje i tržišna strategija</u>	<i>Jelena Filipović, Univerzitet u Beogradu</i>
13:30 – 14:15	<u>Upravljanje marketingom i ponudom: instrumenti marketing miksa</u>	<i>Jelena Filipović, Univerzitet u Beogradu</i>
14:15 – 14:45	<u>Kafe pauza</u>	
14:45 – 17:00	<u>Radionica: Analiza slučajeva iz prakse ili (u zavisnosti od sastava publike) Individualne konsultacije sa takmičarima kako da unaprede svoje ideje i efektivno prezentuju</u>	<i>Jelena Filipović, Jelena Cvetanović Svi (grupni rad)</i>
17:00 – 17:15	<u>Diskusija i zaključci</u>	

Napomena: Drugi deo treninga je naglašeno interaktivnog tipa, gde će predavači u velikoj meri raditi individualno ili u manjim grupama sa učesnicima seminara. Iz tehničkih razloga, preporuka je da broj učesnika treninga bude do 25 osoba.



Participant list



Attendance List

Event:	Workshop "Strategija tržišnog nastupa"
Venue:	Faculty of Technical Sciences, Block-F, room 319, Trg Dositeja Obradovića 6, Novi Sad
Date:	15/06/2017
Organisers:	IF4TM team of UNS and IF4TM team of UBG

	Name	Organisation	Signature
1	Željko Jovanović	UNS-FTN	<i>[Signature]</i>
2	DANJAN BULATOVIĆ	UNS / FTN	<i>[Signature]</i>
3	BOŽIDAR ŽIMŠIĆ	UNS / FTN	<i>[Signature]</i>
4	MILAN RADOVANOVIC	FTN-UNS	<i>[Signature]</i>
5	Kojić Tijana	FTN-UNS	<i>[Signature]</i>
6	DRAGANA VASIJEVIĆ	PTS/UNS	<i>[Signature]</i>
7	OLGA ĐERETIĆ	TCAS	<i>[Signature]</i>
8	GORAN STOJKOVIĆ	PTS-UNS	<i>[Signature]</i>
9	Marko Vasiljević Toskić	FTN-UNS	<i>[Signature]</i>
10	Sanja Kojić	UNS-FTS	<i>[Signature]</i>
11	Jelena Filipović	UBG	<i>[Signature]</i>
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Photographs from the event

